

**APPARATUS, SYSTEM, AND METHOD FOR MANAGING FITNESS DATA****ABSTRACT OF THE INVENTION**

An apparatus, system and method manage fitness data by capturing, storing and displaying fitness information based on hand-marked fitness data. A fitness participant creates a fitness data record by entering characters, symbols, or other marks into a data record form. A digital image captured by a scanning device is analyzed by an automated data collection engine to convert the fitness data to electronic fitness data. A server generates fitness information based on the electronic fitness data and transmits a fitness information message to a user terminal through a communication network. The user information is displayed on the user terminal in accordance with the fitness information message.